

The Effectiveness of Hypnobirthing Practices and the Use of Whatsapp Groups in Increasing Pregnant Women's Knowledge of Hypnobirthing

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Track Record Article

Accepted: 10 March 2023
Revised: 28 May 2023
Published: 20 June 2023

How to cite :
Ritonga, P. T., & Siburian, U. D. (2023). The Effectiveness of Hypnobirthing Practices and the Use of Whatsapp Groups in Increasing Pregnant Women's Knowledge of Hypnobirthing. *Contagion : Scientific Periodical of Public Health and Coastal Health*, *5*(2), 652–663.

Abstract

Approaching childbirth, physiologically, the mother experiences fear, anxiety and worry which, if excessive, can increase the risk that can harm the mother and fetus, so the mother needs relaxation, one of which is hypnobirthing. During a pandemic, social media can be utilized, namely the WhatsApp Group. This study aims to find out whether there are differences in the effectiveness of hypnobirthing practices compared to using WhatsApp Groups in increasing pregnant women's knowledge about hypnobirthing. The type of research is experimental, namely quasi-experimental (quasi-experimental) by giving treatment to hypnobirthing practices and using WhatsApp Groups, each consisting of 15 pregnant women. Data collection was carried out during the class of pregnant women in Sitompul Village, Panggabean Village and Simorangkir Village. Univariate analysis method by looking at the factors and distribution of the independent and dependent variables. Bivariate analysis to determine the relationship between the two variables. The effectiveness of the treatment is known by the T test to see which factors are most effective in influencing knowledge. The results showed that the majority of respondents were of healthy reproductive age (20-35 years), third trimester of pregnancy, primi para and multipara, housewife occupations. Hypnobirthing practice is effective in increasing knowledge with p-value = 0.000 <0.05. The use of WhatsApp groups is effective in increasing knowledge with p-value = 0.009 <0.05. There is no difference in the effectiveness of hypnobirthing practices and the use of WhatsApp Groups in increasing knowledge with the Mann Whitney T test where p-value = 0.446 >0.05). It was concluded that there was an increase in knowledge about hypnobirthing after implementing hypnobirthing practices and after becoming a member of the WhatsApp Group. There is no difference in increasing knowledge of hypnobirthing practices by using WhatsApp Groups.

Keywords: Hypnobirthing, Knowledge, Practice, WhatsApp Group

INTRODUCTION

A pregnant woman must experience changes in her physiological and psychological functions. The process of adjusting to this situation often makes mothers feel anxious. Anxiety will affect both physically and psychologically on the mother and fetus. This feeling of anxiety does not only last in the first pregnancy, but can also occur in subsequent pregnancies (Maulida, 2020). Research shows that pregnant women with high anxiety will increase the risk of hypertension in pregnancy in the form of strokes, seizures, and even death in the mother and fetus (Hardianti et al., 2018).

Pregnant women need calm so they don't experience excessive anxiety. Several ways of exercising can be done by pregnant women to maintain a healthy body and fetus so that it develops properly and also keeps the mother's emotions stable, such as pregnancy exercise and pregnancy yoga (Noviyani et al., 2022). Another way to break the anxiety cycle is physical exercise such as: pregnancy exercise, yoga exercise, pilates exercise, hypnobirthing method,

breathing techniques, and meditation (Siburian et al., 2022). The same opinion was expressed by Nadia about natural alternatives to make the soul more calm and positive energy that helps relieve pain and speed up labor, namely hypnobirthing (Nadia, 2022).

Since the 2020 pandemic due to the imposition of restrictions on community activities, the holding of classes for pregnant women has been limited, including hypnobirthing activities. To overcome this situation, the government uses digital information media to convey health information to the public. Based on Prasanti (2017) there are various easy access to health information that can be obtained by urban communities in the digital era with television media, online media/credible website portal sites, and social media in the form of sharing info from the WhatsApp Group, LINE Group and BBM Group. The results of another study by Attaminy, 2017 that the socialization of hypnobirthing through social media has made people aware of hypnobirthing as a birthing technique (Attanimy, 2017).

Irwan et al., (2021) also used online social media to inform hypnobirthing by providing online hypnobirthing techniques through the zoom meeting application for 4 meetings. The results showed that there was a significant difference in the group that was given hypnobirthing with an average decrease in anxiety of 2.40 with a p value = 0.003. The conclusion is that hypnobirthing given through online social media can reduce the anxiety level of pregnant women.

Seeing the benefits of social media in socializing programs or activities to the public, the Research Team wanted to conduct research on how to use social media to introduce hypnobirthing to pregnant women who did not receive hypnobirthing services in pregnant women's classes. The Research Team chose the WhatsApp application because there is a WAG application that can form certain groups where each member can communicate with each other, send messages, send pictures or videos, and can even make video calls (video calls) where fellow group members can communicate face to face. . The results of this research are expected to be input for Puskesmas to be able to take advantage of social media, especially WAG to disseminate information so as to increase public knowledge about health, especially about hypnobirthing.

METHOD

This type of research is a quasi-experimental (quasi-experimental) with a pretest-posttest group design. The research was conducted in a class of pregnant women in the working area of the Siatasbarita Health Center starting from July to November 2022. The sample numbered 30 people, of which 15 people received hypnobirthing treatment as the control group

and 15 people received treatment using WAG. The sampling technique used consecutive sampling, namely all subjects who came were taken as samples until the number of samples was fulfilled (Sugiyono, 2019).

Univariate analysis was carried out to see the frequency and distribution of the independent variable (hypnobirthing practice and use of WAG) and the dependent variable (increased knowledge). Prior to bivariate analysis, a homogeneity test was carried out which aimed to find out whether the data in the x and y variables were homogeneous or not. In addition, a data normality test was also carried out. Because the research data for pain intensity were not normally distributed, bivariate analysis was performed using alternative tests, namely the Wilcoxon and Mann Whitney tests with a 95% confidence level. Meanwhile, to prove the effectiveness of hypnobirthing practices and the use of WAG on the level of knowledge, this study used the Independent sample T-test.

RESULTS

1) Characteristics of respondents with the practice of hypnobirthing and the use of WAG

Characteristics of the 15 respondents who received hypnobirthing practices, the majority were in healthy reproductive age (20-35 years), namely 13 people (87%), the majority of gestational age in the third trimester, namely 7 people (60%), and the majority of respondents were pregnant with primipara, namely 6 people (40%), the education level of the majority is SMA/SMK, namely 8 people (53%) and the majority of IRT, namely 6 people (27%).

The majority of respondents who received treatment using the WhatsApp Group were of healthy reproductive age (age 20-35 years), namely 10 people (67%), the majority of gestational age in the second trimester, namely 7 people (47%), and the majority of respondents were pregnant with multiple para (3) namely 8 people (54%), education level SMA/SMK 13 people (87%) and 5 people (27%) with weaving jobs.

2) The level of knowledge of pregnant women who are given hypnobirthing practice treatment about hypnobirthing

To find out the increase in mother's knowledge, a pretest was held first to measure the respondent's initial knowledge about hypnobirthing. Furthermore, counseling and hypnobirthing practices were given. Then in the next month's class schedule a posttest is held to find out the increase in mother's knowledge after being given counseling. The pretest and posttest results can be seen in the following figure.

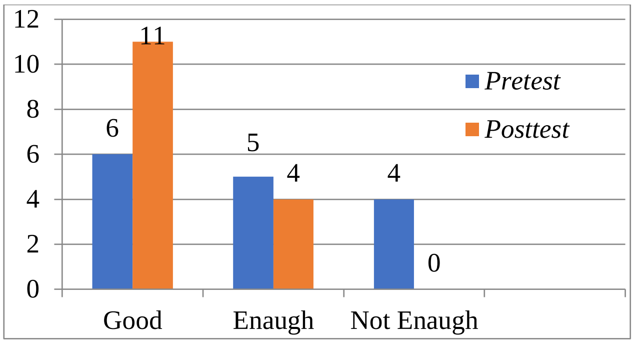


Figure 1. Increased Knowledge of Pregnant Women based on Pretest and Posttest Results

From the results of the pretest and posttest, it was found that there was an increase in knowledge where the number of mothers who had good knowledge increased from 6 people (40%) to 11 people (73%), who had sufficient knowledge from 5 people (33%) to 4 people (27%) and knowledge less than 4 people (27%) to no less knowledgeable.

3) The level of knowledge of pregnant women about hypnobirthing through the use of WAG

The researcher held a pretest to measure the respondents' knowledge about hypnobirthing before giving counseling about hypnobirthing. After providing counseling, the research team formed a WhatsApp Group consisting of 15 pregnant women, the Research Team and midwives conducting the class for pregnant women. For 1 month the Research Team sent messages to WAG in the form of information, pictures and videos about the implementation of hypnobirthing as well as the experiences of pregnant and maternity women about hypnobirthing. Midwives also sent information, advice and motivation to practice hypnobirthing at their respective homes. Through the group, pregnant women also greeted each other, asked midwives and obtained information about hypnobirthing.

In the next month's class schedule for pregnant women, the Research Team held a posttest to find out whether there was an increase in mothers' knowledge about hypnobirthing. The results of the pretest and posttest can be seen in the following figure:

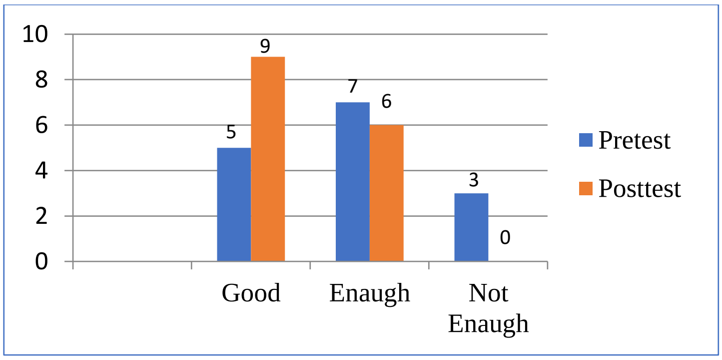


Figure 2. Results of pretest and posttest measurements on WhatsApp Group utilization

From the results of the pretest and posttest, it was obtained that there was an increase in knowledge where the number of mothers who had good knowledge increased from 5 people (33%) to 9 people (60%), who had sufficient knowledge from 7 people (47%) to 6 people (40%) and knowledge less than 3 people (20%) to no less knowledgeable.

Before the bivariate analysis was carried out, the homogeneity test was carried out. This homogeneity test aims to determine whether the data in the variables x and y are homogeneous or not. In addition, a data normality test was also carried out. Because the research data for pain intensity were not normally distributed, bivariate analysis was performed using alternative tests, namely the Wilcoxon and Mann Whitney tests with a 95% confidence level. Meanwhile, to prove the effectiveness of hypnobirthing practices and the use of WAG on the level of knowledge, this study used the Independent sample T-test.

Table 2. Differences in the level of knowledge of respondents before and after the treatment of hypnobirthing practices and the use of the WhatsApp Group (n=30)

Treatment	Differences in Knowledge Levels							
	Mean	SD	SE Mean	CI 95%		T	df	Sig.2 tailed
				Lower	Upper			
Before Hypnobirthing Practice After Hypnobirthing Practice	600	0,507	0,131	0,319	0,881	4,583	14	0,000
Before the formation of WAG After forming WAG	400	0,507	0,119	0,119	0,681	3,055	14	0,009

Based on the results of independent sample T test data processing, the average value of the knowledge level of mothers who received hypnobirthing treatment was 600 and for mothers who received WAG treatment it was 400.

Based on the results of the analysis test in table 2, the value of Sig.(2-tailed) = 0.000 (α <0.05), means that Ha is accepted and Ho is rejected, so there are differences in the level of knowledge in the pretest and posttest after being given hypnobirthing practices. So it was concluded that there was an effect of hypnobirthing practices on increasing the knowledge of respondents.

Based on the results of the analysis test in table 2, the value of Sig.(2-tailed) = 0.009 (α <0.05), means that Ha is accepted and Ho is rejected, so there are differences in the level of knowledge in the pretest and posttest after using WAG. So it was concluded that there was an effect of using WAG on increasing the respondent's knowledge.

To see if there are differences in the effect of the practice of hypnobirthing and the use of WAG on increasing knowledge about hypnobirthing, an Independent Sample Test was carried out which can be seen in the table below:

Table 3. Differences in Knowledge Improvement in Hypnobirthing Practice Groups and Using WhatsApp Groups (n=30)

Intervention Implementation		n	Mean Rank	Sum of Ranks
Hypno Practice Posttest Results and WAG Utilization	Hypnobirthing practice	15	14,50	217,50
	Use of WAGs	15	16,50	247,50
Total		**30**		

Table 4. Statistical Test[a]

	Hypnobirthing Practice Posttest Results and WAG Utilization
Mann-Whitney U	97,500
Wilcoxon W	217.500
Z	-0,762
Asymp. Sig. (2-tailed)	0,446
Exact Sig. [2*(1-tailed Sig.)]	0,539[b]

From the output it can be seen that the mean rank of the hypnobirthing practice group was 14.50 and the WAG utilization was 16.50. The difference is very small. But on Asymp value. Sig.(2-tailed) is 0.446 ($\alpha > 0.05$).

Based on the results of the Mann Whitney T Test analysis test in table 3, the Asymp value is obtained. Sig.(2-tailed) = 0.446 ($\alpha > 0.05$), meaning that Ho is accepted and Ha is rejected, so there is no difference in increasing knowledge in hypnobirthing practices and in using WAG. So it was concluded that the practice of hypnobirthing was not more effective for increasing knowledge than the use of WAG in increasing the knowledge of respondents. And conversely the use of WAG is not more effective than the practice of hypnobirthing in increasing knowledge.

DISCUSSION

1. The effect of hypnobirthing practices on increasing knowledge about hypnobirthing

The results of the analysis test in table 2 obtained a value of Sig.(2-tailed) = 0.000 where $\alpha < 0.05$, meaning that Ha is accepted and Ho is rejected, so there are differences in the level of knowledge in the pretest and posttest after being given hypnobirthing practices. So it was concluded that there was an effect of hypnobirthing practices on increasing the knowledge of respondents.

After being given counseling, hypnobirthing practices were carried out in a closed room, soft music was played, and aromatherapy was carried out. According to Turlina, to carry

out hypnotherapy, prepare a quiet place with dim lights, put on soft music if you like, you can use lavender aromatherapy (Turlina et al., 2017).

Planting suggestions in the form of positive affirmation sentences is a basic principle in hypnobirthing. In a calm state, we put our intention or suggestion to face childbirth so that it goes naturally, comfortably, smoothly and full of tenderness. To win the fetus, the mother will rub her stomach by whispering soft sentences. Hypnobirthing trains mothers to calm their minds in going through their pregnancy (Newton, 2019).

After completing hypnobirthing, respondents felt relaxed, comfortable and some even fell asleep. In a clinical trial involving 680 women, researchers found that those who had hypnobirthing experienced less fear and anxiety during labour. They also say that hypnosis helps them feel calm, confident, and stronger before and during the birthing process (Nadia, 2022). The theory says hypnobirthing needs to be done repeatedly or repetition. At a minimum, it is carried out by expectant mothers from the beginning of pregnancy for three to four times a week (Antara, 2022). Respondents who repeated hypnobirthing activities at home were 10 people (67%) each. This is in accordance with the theory which says that stress must be managed routinely and regularly, therefore hypnobirthing must be carried out repeatedly, at least 2 to 4 times a week (Purnama, 2022). The same opinion says that if hypnobirthing is done repeatedly, which means relaxing by giving suggestions, then the mother will be able to go through pregnancy and childbirth in a healthy, safe and enjoyable way. This will be recorded in the subconscious and this will increase the mother's knowledge (Rusba, 2018).

2. Treatment of using WhatsApp Groups to increase knowledge about hypnobirthing

Based on the results of the analysis test in table 4, the value of Sig.(2-tailed) = 0.009 with $\alpha < 0.05$ means that Ha is accepted and Ho is rejected, so there are differences in the level of knowledge in the pretest and posttest after using WAG. So it was concluded that there was an effect of using WAG on increasing the respondent's knowledge.

The results of this study are in accordance with Afnibar et al., (2021) that Whatsapp is most dominantly used by community leaders as a medium of communication in conveying messages, the information conveyed is more effective and is a separate satisfaction because the message is received more quickly by the target. Usability is a strong determinant of user acceptance of an information system, adoption and user behavior (Hanafi et al., 2012).

In the current era of globalization, information spreads very quickly to the public domain with the existence of various information media that can be accessed by anyone online. Including health information that can be accessed easily, not only through print and electronic media, but also in new media, for example the WhatsApp application. This reality is also

confirmed by research conducted by Mauludin et al., (2017) that in the era of globalization, the dissemination of information is done quickly and easily due to technological developments. The rapid dissemination of information is an opportunity for the community to be able to increase their knowledge.

The results of this study showed that 67% of respondents used WAG well and 33% did not use WAG properly. The results of this study are in accordance with the research of Lili and Uli (2022) that the use of virtual online social media can be a solution so that communication can continue. Against the backdrop of the pandemic which made it impossible to carry out face-to-face activities, the existence of technology and information makes it easier for us to continue doing this in a virtual online manner by utilizing social media in the form of WA groups and zoom meetings (Purnama, 2022).

In line with Elisabeth's research (2021), that the effect of communication through the WA group to improve employee performance is 0.627, which means that the relationship is quite significant with the WA application because its use is very helpful in the process of delivering messages between employees, especially employees who have groups in it making it easier to message delivery (Sitepu, 2021).

Through the WAG, respondents can ask midwives about complaints that the mother feels, about information that the mother does not know or information that has not been proven true, without having to wait for the class schedule for pregnant women. In accordance with the results of Ibnu's research (2021), the public understands that WA acts as a medium for filtering information, where the average public (82%) understands that the public can clarify correct information and avoid hoax information (Saifulloh, 2021). In line with Prasanti's research (2017), there are various easy access to health information that can be obtained by urban communities in the digital era with television media, online media/credible website portal sites, and social media in the form of sharing info from the WhatsApp Group, LINE Group and BBM. Group (Prasanti, 2017).

The results of Prita's research (2022), Whatsapp groups can be used as a medium for delivering health information to the public in receiving information, considering that Whatsapp groups are social media that are often used in daily life in the digital era (Igiany, 2022).

The results showed that the formation of the WAG could increase the mother's knowledge about hypnobirthing from the results of the pretest and posttest where the number of mothers who had good knowledge increased from 5 people (33%) to 9 people (60%), who had sufficient knowledge from 7 people (47%)) to 6 people (40%) and those with less knowledge than 3 people (20%) become none who have less knowledge. The results of this

study are in accordance with the results of Attaminy's research, 2017 that the socialization of hypnobirthing through social media has made people aware of hypnobirthing as a birthing technique (Attanimy, 2017).

3. Effectiveness of using WhatsApp Groups to increase knowledge about hypnobirthing

From the results of the Mann Whitney T Test analysis test in table 4, the Asymp value is obtained. Sig.(2-tailed) = 0.446 ($\alpha > 0.05$), meaning that Ho is accepted and Ha is rejected, so there is no difference in increasing knowledge in hypnobirthing practices and in using WAG. So it was concluded that the practice of hypnobirthing was not more effective for increasing knowledge than the use of WAG in increasing the knowledge of respondents. And conversely the use of WAG is not more effective than the practice of hypnobirthing in increasing knowledge.

From the research results, it was found that there was no difference in effectiveness between the direct practice of hypnobirthing and the use of WAG. This means that practicing hypnobirthing directly in pregnant women's classes or using WAG is equally effective in increasing mothers' knowledge about hypnobirthing. Direct practice is no better than using WAG or vice versa.

The results of this study are not in accordance with Edgar Dale's Cone theory about the level of intensity of visual aids in perceiving educational or teaching materials. That demonstrations or practices have a higher intensity than videos in shaping perceptions so that they can influence one's knowledge (Maulida, 2020).

Respondents thought that direct practice of hypnobirthing was better than with WAG as many as 18 people (60%) and those who said WAG was better than direct practice as many as 12 people (40%) with the reasons: hypnotherapy can be practiced with direct midwife direction, participants are more focused, you can directly consult with the midwife, you can add friends, the movements to be carried out are easier to understand and remember, the time for carrying out is certain, namely in the class for pregnant women and the most important thing is that WAG requires an internet package. Respondents on average came from the middle economic level with 1 civil servant and honorary job each, 4 entrepreneurs, 3 weavers and 6 housewives, therefore they have limited funds for internet needs.

There were 12 people (40%) who said WAG was better than direct practice of hypnobirthing for the following reasons: being able to exchange information with fellow members (socially), getting information that was easier to send via WAG, being able to watch it whenever mom liked and had time, you can watch it at home, you don't need to leave the house, you can watch it repeatedly and you have privacy in carrying out hypnobirthing at home.

Some of the advantages of Whatsapp Group compared to other social media are that users can exchange contacts, share locations, send messages to several contacts at once, participants can ask each other questions and discuss, members can provide material in the form of direct comments (chat groups), pictures, videos or soft other files (Mu'minah, 2021).

According to Handayani (2021) it is best to provide audio and relaxation scripts for pregnant women to listen to while doing hypnobirthing repeatedly. Listening to hypnobirthing audio repeatedly is the key to the success of the hypnobirthing method. Without practice and re-listening, self-hypnosis is unlikely to occur (Handayani, 2021)

The problem that mothers experience in participating in hypnobirthing through WAG is that mothers do not always have an internet package, the internet signal is not always smooth and mothers do not have time to watch hypnobirthing videos because they are busy working and taking care of the family. In line with research in the field conducted by Ardiani and Pujiriyanto (2022) that Whatspp has problems in its application, namely limited internet connections, not having an Android cellphone, full cellphone memory, lack of direct interaction between fellow members and difficulty understanding the material sent (Ardani, 2022).

With WA, we can send messages with other users, both text, audio, document files, photos and videos. Apart from personal chat, we can also form group chats that contain several other WA users (Khusaini, 2017). For example, large family chat groups, alumni groups, housing complex groups, one class groups, pregnant women class groups and so on to be able to exchange information and knowledge, including hypnobirthing.

CONCLUSIONS

After conducting this research, the following conclusions were drawn: The practice of hypnobirthing is effective for increasing pregnant women's knowledge about hypnobirthing with test results $p = 0.000$ with $\alpha < 0.05$, the use of WAG is effective for increasing pregnant women's knowledge about hypnobirthing with test results $p = 0.009$ with $\alpha < 0.05$, but there is no difference in the effectiveness of hypnobirthing practices and the use of WAG to increase knowledge about hypnobirthing with the result $p = 0.446$ with $\alpha > 0.05$.

It is hoped that the Siatasbarita Health Center and midwives at the Polindes will include hypnobirthing as one of the routine activities in pregnant women's classes. If this is not possible, social media can be used to socialize pregnant women, for example by forming a WAG. And pregnant women are expected to continue to attend classes for pregnant women and practice hypnobirthing in their respective homes.

The Research Team carried out this research with the support of several parties so that this research could run smoothly as expected. work, pregnant women who are willing to participate in this study and other parties that the researcher cannot mention one by one. May the almighty God repay the kindness of both ladies and gentlemen.

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